



ORDER

Flight Dates **10/19/12-10/25/12**

Contract / Revision **314785 /**

Original Date / Revision
10/15/12 10/15/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product

NRCC IE

Agency Com 15%

Billing Contact

**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3390**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 131250

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	19%	24937
KPNX	19%	24937
KPPX	%	0
KSAZ	25%	32812
KTVK	25%	32812
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	18	\$13,387.50	\$15,750.00	0.00
Totals	18	\$13,387.50	\$15,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/25/12	18	\$13,387.50	\$15,750.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/19/12	10/19/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1		\$2,000.00		0.00			
E 2	KNXV	10/22/12	10/25/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	3	\$2,000.00	FX	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWT---			3		\$2,000.00		0.00			
E 3	KNXV	10/19/12	10/19/12		CM	1035p-1102p / 113-	----F--	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00



KNXV

Print Date: 10/15/12

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Contract / Revision **314785** Flight Dates **10/19/12-10/25/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product **NRCC IE**

Estimate # **3390**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Nightline												
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00							
E 4	KNXV	10/22/12	10/25/12	Nightline	CM	1035p-1102p / 113MTWT---	---	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00	
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWT---	3		\$1,200.00		0.00							
E 5	KNXV	10/19/12	10/19/12	Jimmy Kimmel Live	CM	1102p-1206a / 103----	F--	:30	1	\$490.00	P-2	0.00	NM	1	\$490.00	
				Jimmy Kimmel												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	----F--	1		\$490.00		0.00							
E 6	KNXV	10/22/12	10/25/12	Jimmy Kimmel Live	CM	1102p-1206a / 103MTWT---	---	:30	4	\$490.00	P-2	0.00	NM	4	\$1,960.00	
				Jimmy Kimmel												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWT---	4		\$490.00		0.00							
E 7	KNXV	10/19/12	10/19/12	M-F 1206am-110am	CM	1206am-106am	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00	
				Katie - Repeat												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	----F--	1		\$100.00		0.00							
E 8	KNXV	10/22/12	10/25/12	M-F 1206am-110am	CM	1206am-106am	MTWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00	
				Katie - Repeat												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWT---	4		\$100.00		0.00							
														Totals	18	\$15,750.00